



KGW  
1501 SW Jefferson  
Portland, OR 97201

Media Analysis Inc.  
P.O. Box 66490  
Portland, OR 97290-6490

## Contract # 857237

**Schedule Dates** 09/27/12-10/01/12  
**Advertiser** Yes on 82 & 83 (39800)  
**Agency/T-Code** Media Analysis Inc. (7701)/782532662  
**Product** Political - Ballot Issue (1195)  
**Brand** Yes on 82 & 83 (176433)  
**Salesperson** Torheim, Bob (2063)  
**Sales Office** KGW - Portland  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 381  
**Account Types** Local/Political Issue - Agency  
**Billing Type** Standard  
**Comments** OT \$37,250.00 67x 09/26/12 JS

**Date Entered** 09/26/12  
**Last Modified** 09/26/12  
**Entered By** Jackie Stocks  
**CO-OP** No  
**Headline #** 381  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,306.25  
**Net Total** \$30,068.75  
**Sales Tax**

## Portland (KGW) (KGW)

By Broadcast Month	Spots	Rate
Sep. 2012	44	\$25,650.00
Oct. 2012	18	\$9,725.00
<b>Grand Total:</b>	<b>62</b>	<b>\$35,375.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	5:57A- 6:58A (PT)					1	1			2	\$700.00	\$1,400.00	Portland (KGW) (KGW)		9/26/12
2.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	6:58A- 9A (PT)					2	2			4	\$725.00	\$2,900.00	Portland (KGW) (KGW)		9/26/12
3.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	9A- 10A (PT)					1	1			2	\$400.00	\$800.00	Portland (KGW) (KGW)		9/26/12
4.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	10A- 11A (PT)					1	1			2	\$350.00	\$700.00	Portland (KGW) (KGW)		9/26/12
5.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	11:59A- 12:31P (PT)					1	1			2	\$400.00	\$800.00	Portland (KGW) (KGW)		9/26/12
6.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	12:31P- 12:57P (PT)					1	1			2	\$200.00	\$400.00	Portland (KGW) (KGW)		9/26/12
7.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	12:57P- 1:58P (PT)					1	1			2	\$300.00	\$600.00	Portland (KGW) (KGW)		9/26/12
8.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	2:58P- 4P (PT)					1	1			2	\$400.00	\$800.00	Portland (KGW) (KGW)		9/26/12
9.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	4P- 4:57P (PT)					1	1			2	\$600.00	\$1,200.00	Portland (KGW) (KGW)		9/26/12
10.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	4:57P- 5:30P (PT)					1	1			2	\$900.00	\$1,800.00	Portland (KGW) (KGW)		9/26/12
11.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	5:59P- 7P (PT)					1	1			2	\$900.00	\$1,800.00	Portland (KGW) (KGW)		9/26/12
12.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	7P- 7:29P (PT)					1	1			2	\$550.00	\$1,100.00	Portland (KGW) (KGW)		9/26/12
13.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	7:29P- 7:57P (PT)					1	1			2	\$600.00	\$1,200.00	Portland (KGW) (KGW)		9/26/12
14.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	10:59P- 11:34P (PT)					1	1			2	\$900.00	\$1,800.00	Portland (KGW) (KGW)		9/26/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Comments:



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15.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	11:34P- 12:37A (PT)					1	1			2	\$500.00	\$1,000.00	Portland (KGW) (KGW)		9/26/12
16.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	12:37A- 1:36A (PT)					1	1			2	\$350.00	\$700.00	Portland (KGW) (KGW)		9/26/12
17.0	Normal Line / SPOT	09/27/12-09/28/12	2	:30	4:58A- 5:57A (PT)					1	1			2	\$225.00	\$450.00	Portland (KGW) (KGW)		9/26/12
18.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	5:58A- 9A (PT)							3			\$350.00		Portland (KGW) (KGW)		9/26/12
19.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	5P- 6P (PT)							1		1	\$500.00	\$500.00	Portland (KGW) (KGW)		9/26/12
20.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	7P- 7:28P (PT)							1			\$600.00		Portland (KGW) (KGW)		9/26/12
21.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	7:28P- 7:57P (PT)							1			\$225.00		Portland (KGW) (KGW)		9/26/12
22.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	10:59P- 11:29P (PT)							1		1	\$900.00	\$900.00	Portland (KGW) (KGW)		9/26/12
23.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	11:29P- 1:03A (PT)							2		2	\$1,200.00	\$2,400.00	Portland (KGW) (KGW)		9/26/12
24.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	5:58A- 8:58A (PT)								2	2	\$350.00	\$700.00	Portland (KGW) (KGW)		9/26/12
25.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	8:58A- 10A (PT)								1	1	\$800.00	\$800.00	Portland (KGW) (KGW)		9/26/12
26.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	11P- 11:35P (PT)								1	1	\$900.00	\$900.00	Portland (KGW) (KGW)		9/26/12
27.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	5:57A- 6:58A (PT)		1							1	\$700.00	\$700.00	Portland (KGW) (KGW)		9/26/12
28.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	6:58A- 9A (PT)		2							2	\$725.00	\$1,450.00	Portland (KGW) (KGW)		9/26/12

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29.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	9A- 10A (PT)		1							1	\$400.00	\$400.00	Portland (KGW) (KGW)		9/26/12
30.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	10A- 11A (PT)		1							1	\$350.00	\$350.00	Portland (KGW) (KGW)		9/26/12
31.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	11:59A- 12:31P (PT)		1							1	\$400.00	\$400.00	Portland (KGW) (KGW)		9/26/12
32.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	12:31P- 12:57P (PT)		1							1	\$200.00	\$200.00	Portland (KGW) (KGW)		9/26/12
33.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	12:57P- 1:58P (PT)		1							1	\$300.00	\$300.00	Portland (KGW) (KGW)		9/26/12
34.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	2:58P- 4P (PT)		1							1	\$400.00	\$400.00	Portland (KGW) (KGW)		9/26/12
35.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	4P- 4:57P (PT)		1							1	\$600.00	\$600.00	Portland (KGW) (KGW)		9/26/12
36.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	4:57P- 5:30P (PT)		1							1	\$900.00	\$900.00	Portland (KGW) (KGW)		9/26/12
37.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	5:59P- 7P (PT)		1							1	\$900.00	\$900.00	Portland (KGW) (KGW)		9/26/12
38.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	7P- 7:29P (PT)		1							1	\$550.00	\$550.00	Portland (KGW) (KGW)		9/26/12
39.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	7:29P- 7:57P (PT)		1							1	\$600.00	\$600.00	Portland (KGW) (KGW)		9/26/12
40.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	10:59P- 11:34P (PT)		1							1	\$900.00	\$900.00	Portland (KGW) (KGW)		9/26/12
41.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	11:34P- 12:37A (PT)		1							1	\$500.00	\$500.00	Portland (KGW) (KGW)		9/26/12
42.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	12:37A- 1:36A (PT)		1							1	\$350.00	\$350.00	Portland (KGW) (KGW)		9/26/12

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43.0	Normal Line / SPOT	10/01/12-10/01/12	2	:30	4:58A- 5:57A (PT)		1							1	\$225.00	\$225.00	Portland (KGW) (KGW)		9/26/12

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Accepted-Agency/Advertiser:

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